



RISE

**Lot Sales
Information Memorandum**

**↗ 635 Hall Road
Cranbourne West, Victoria**

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RISE up

Staying on top isn't easy. You need the right product, people, and passion to get ahead. Most importantly, you need the right place to make it all happen. RISE unlocks your ability to outpace the competition and seize the opportunities that can elevate your business to another level. It's your time to RISE in Melbourne's booming South East.



↗ Capability is on the RISE

Overview **SNAPSHOT**

RISE isn't just about numbers — but they reveal its potential. With 64 hectares of premium industrial space, and unrivaled connectivity, these figures offer a glimpse into an estate designed to elevate businesses of every scale.

47km

To Melbourne CBD



Strategic location

Positioned on arterial roads with swift connection to key hubs.

64ha



Flexibility

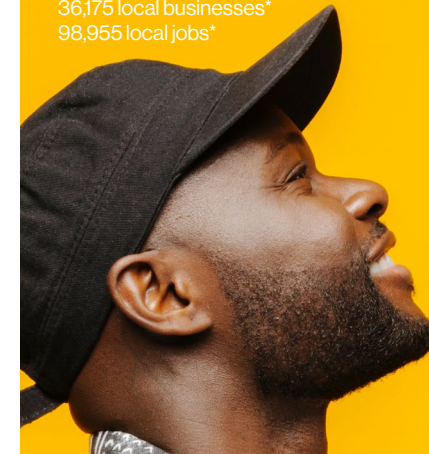
Choose from different lot sizes to suit your requirements.

43%

Population growth by 2046

Area

429,383 population in 2025**
614,075 population forecast in 2046**
\$13.88 billion gross regional product*
36,175 local businesses*
98,955 local jobs*



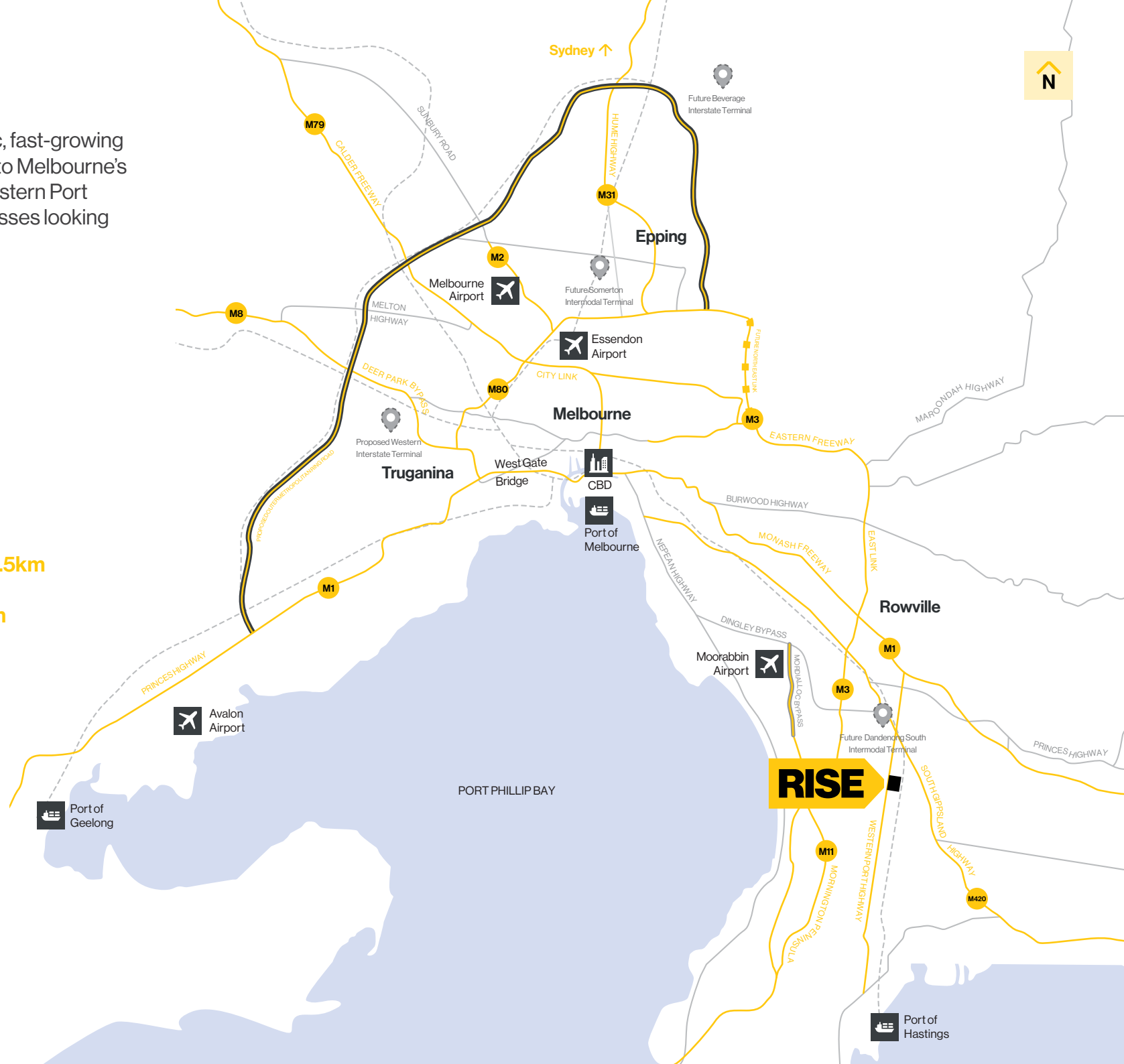
* Source: economy.id ** Source: forecast.id

Overview **THE REGION**

Cranbourne West is part of a dynamic, fast-growing industrial corridor. From its proximity to Melbourne's CBD to key transport links like the Western Port Highway, this region is built for businesses looking to reach new heights.

[View on Google Maps ↗](#)

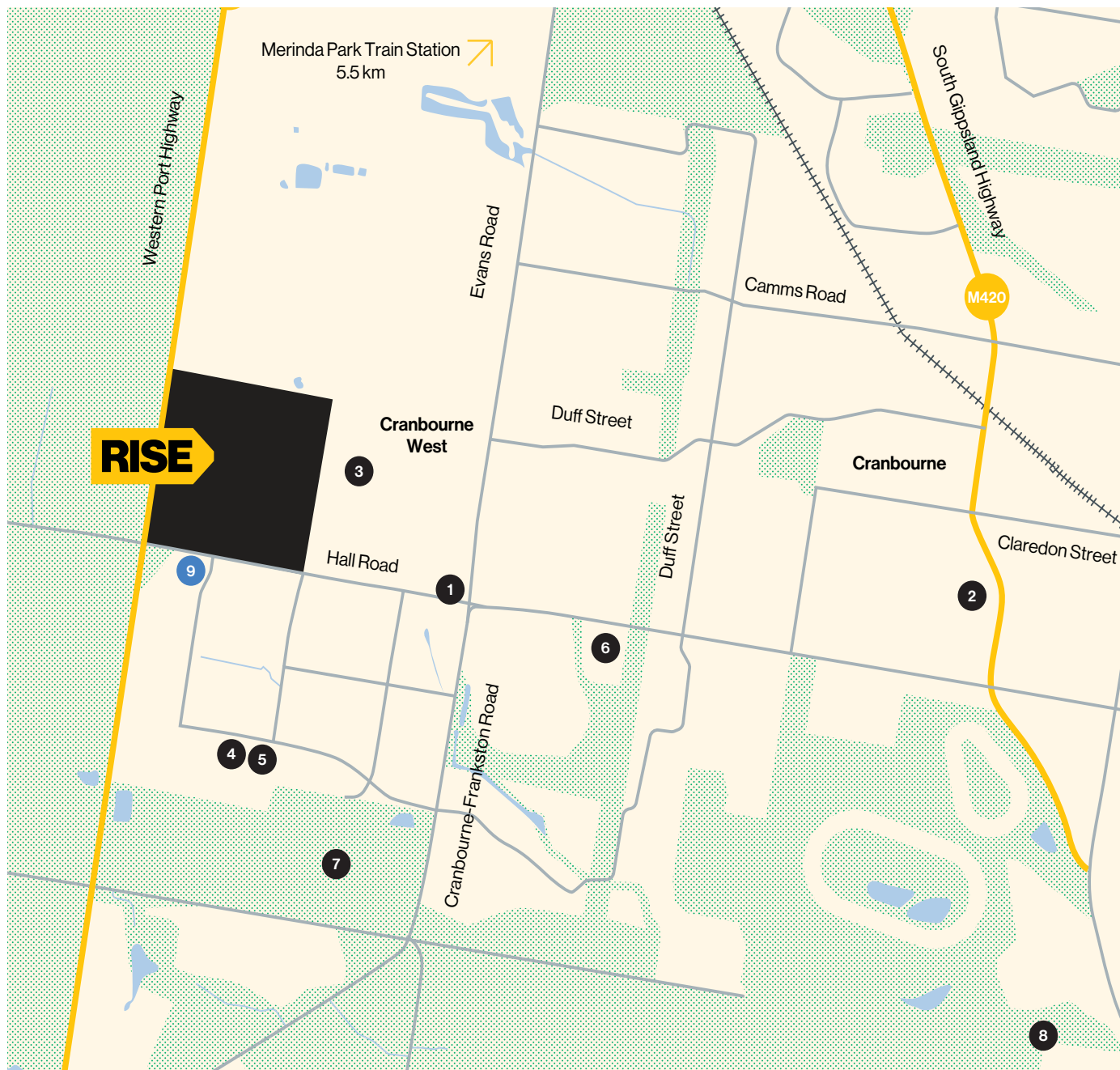
- Melbourne CBD 47km**
- Port of Melbourne 45km**
- Melbourne Airport 72km**
- Western Port Highway (M780) 50m**
- South Gippsland Freeway (M420) 6.5km**
- EastLink (M3) 8km**
- Dandenong South Inland Port 6.6km**



Overview **AMENITY**

Beyond the estate, the local area is topped up with convenient retail, dining, transport and wellness offerings. Whether it's satisfying your appetite or servicing your vehicle, your team will find everything they need just around the corner.

- 1. Cranbourne West Shopping Centre**
Cnr Evans Road & Hall Road Cranbourne West **1.0km**
Woolworths Supermarket
BWS
Cranbourne West Medical Centre
Cranny Boys Pizza
Han's Sushi
Coffee Bean Café
- 2. Cranbourne Park Shopping Centre**
125 High Street Cranbourne **3.5km**
Coles
Target
Kmart
Harris Scarfe
JB Hi-Fi
TK Maxx
- 3. Lochaven Recreation Reserve**
Tony Way Cranbourne West **1.8km**
- 4. Cafe Cibo Bar**
85 Everlasting Boulevard Cranbourne West **900m**
- 5. Snap Fitness**
85 Everlasting Boulevard Cranbourne West **900m**
- 6. 7 Eleven**
1016S Cranbourne-Frankston Road Cranbourne **1.7km**
- 7. Ranfurlie Golf Club & Driving Range**
825 Cranbourne-Frankston Road, Cranbourne **3.1km**
- 8. Royal Botanic Gardens Cranbourne**
Ballarto Road & Botanic Drive Cranbourne **9.0km**
- 9. Bus Route 760 & 792**
Cnr Hall Road & Whitfield Boulevard **0m**



Opportunity

The opportunity is clear: a space that adapts to your business and elevates its potential. With lots ranging from 958 sqm to 6,610 sqm, RISE offers a future where ambition finds its home.

 Growth is on the RISE

Opportunity MASTERPLAN

Strategically positioned within Melbourne's sought-after southeast, RISE is a 64-hectare logistics hub.

The site is Urban Growth Zone with an applied Commercial 2 Zone (C2Z) with purpose to encourage commercial areas for offices, manufacturing industries, bulky goods retailing, other retail uses, and associated business and commercial services.

Permissible uses may include:

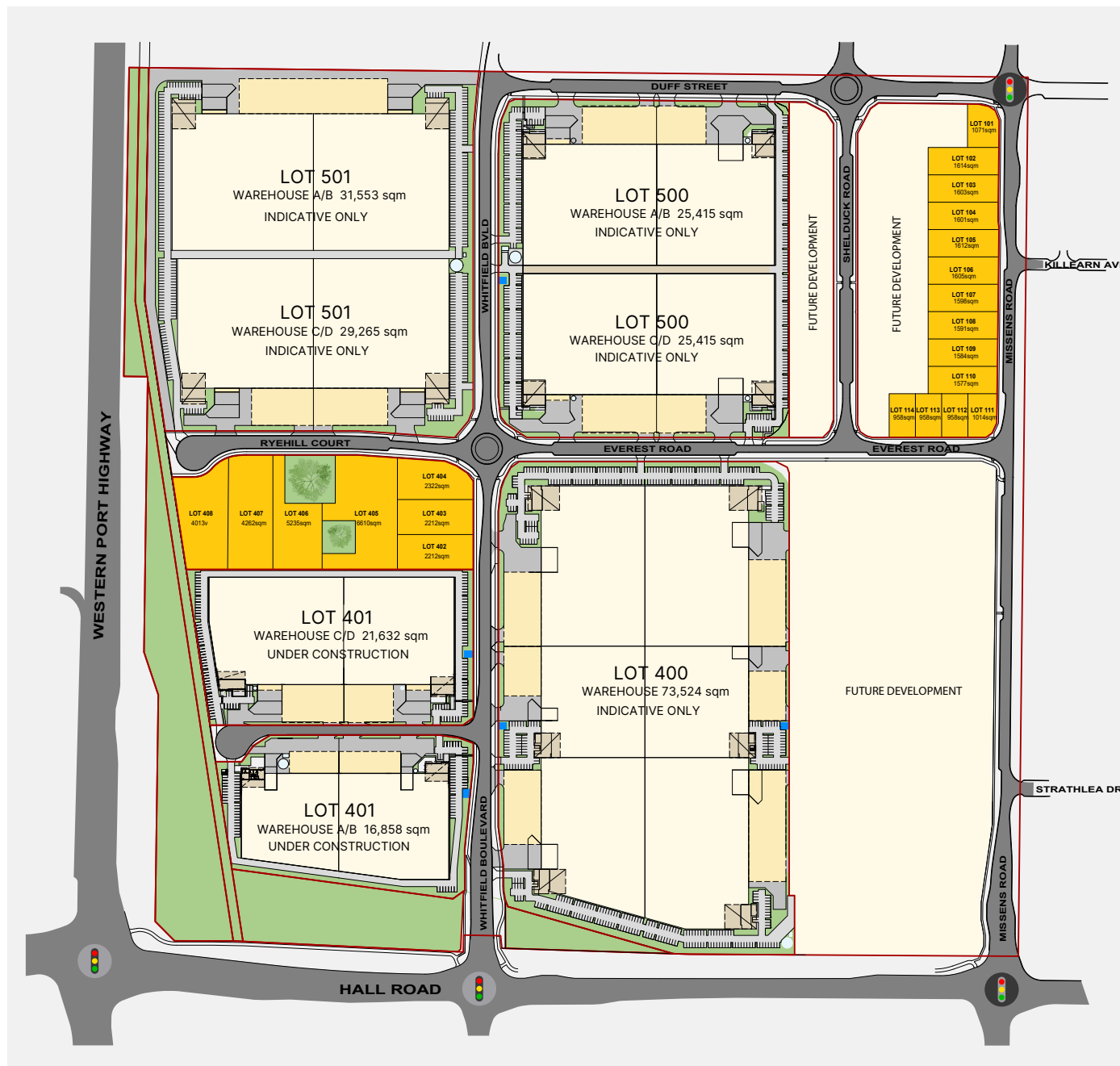
- Warehouse
- Industry, manufacturing*
- Laundry, car wash, dry cleaner*
- Office
- Restricted retail
- Trade supplies
- Gyms (STCA)
- Place of Assembly (STCA)
- Childcare Centre (STCA)
- Restaurant (up to 100 sqm, otherwise STCA)
- Certain retail premises (STCA)

*Some lot exclusions apply
Contact agents for more information.

The above is a guide only and any purchaser should make their own enquiries to City of Casey Council as to permissible uses and development.

Key

- Lot sales
- Warehouse space
- Awnings
- Office space
- Carpark
- Landscaping

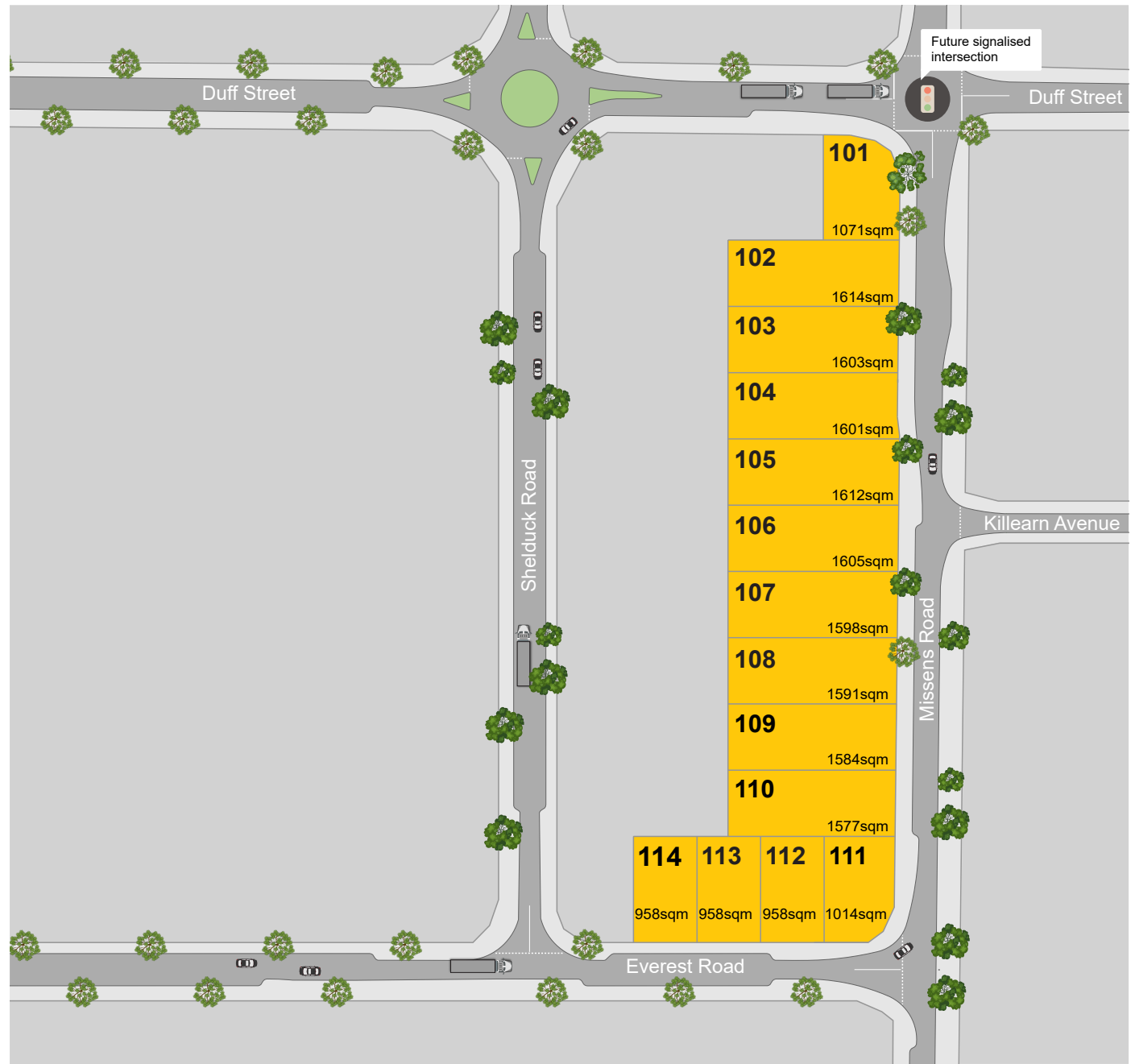


Opportunity LOTS

Lot No.	Area
Lot 101	1,071 sqm
Lot 102	1,614 sqm
Lot 103	1,603 sqm
Lot 104	1,601 sqm
Lot 105	1,612 sqm
Lot 106	1,605 sqm
Lot 107	1,598 sqm
Lot 108	1,591 sqm
Lot 109	1,584 sqm
Lot 110	1,577 sqm
Lot 111	1,014 sqm
Lot 112	958 sqm
Lot 113	958 sqm
Lot 114	958 sqm

Key

- Lot Sales Release
- Roads



Opportunity SALES PROCESS

Lot 101 1,071 sqm	Lot 106 1,605 sqm	Lot 111 1,014 sqm
Lot 102 1,614 sqm	Lot 107 1,598 sqm	Lot 112 958 sqm
Lot 103 1,603 sqm	Lot 108 1,591 sqm	Lot 113 958 sqm
Lot 104 1,601 sqm	Lot 109 1,584 sqm	Lot 114 958 sqm
Lot 105 1,612 sqm	Lot 110 1,577 sqm	

➤ Method of Sale

The lots will be offered via Private Treaty in the form of a signed Contract of Sale by the Purchaser with a full 10% deposit.

Contract of Sale and Section 32 Statement are available upon request.

➤ Titles

Titles expected Q3 2026.

Lots 101 - 114

Opportunity LOTS

Lot No.	Area
Lot 402	2,212 sqm
Lot 403	2,212 sqm
Lot 404	2,322 sqm
Lot 405	6,610 sqm *5,903 sqm
Lot 406	5,235 sqm *3,703 sqm
Lot 407	4,262 sqm
Lot 408	4,013 sqm

*Approx. developable area

Key

- Lot Sales
- Roads

**Area is indicative only



Opportunity **SALES PROCESS**

Lot 402

2,212 sqm

Lot 406

5,235 sqm

Lot 403

2,212 sqm

Lot 407

4,262 sqm

Lot 404

2,322 sqm

Lot 408

4,013 sqm

Lot 405

6,610 sqm

➤ Method of Sale

The lots will be offered via Price List in the form of a signed Contract of Sale by the Purchaser with a full 10% deposit.

Contract of Sale and Section 32 Statement are available upon request.

➤ Titles

Titles expected Q2 2026.

Lots 402 - 408

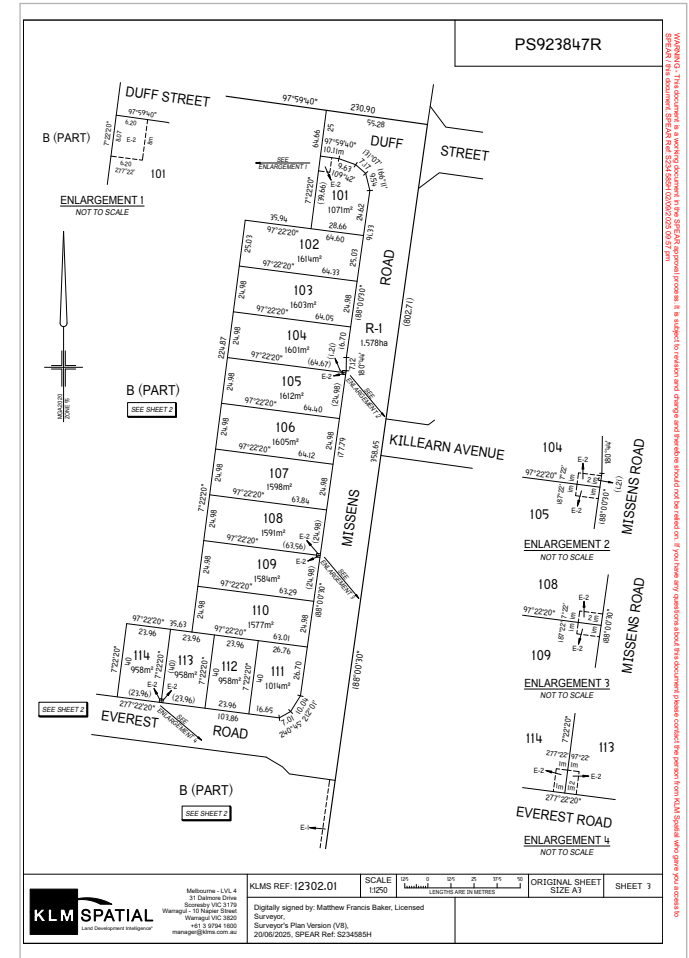
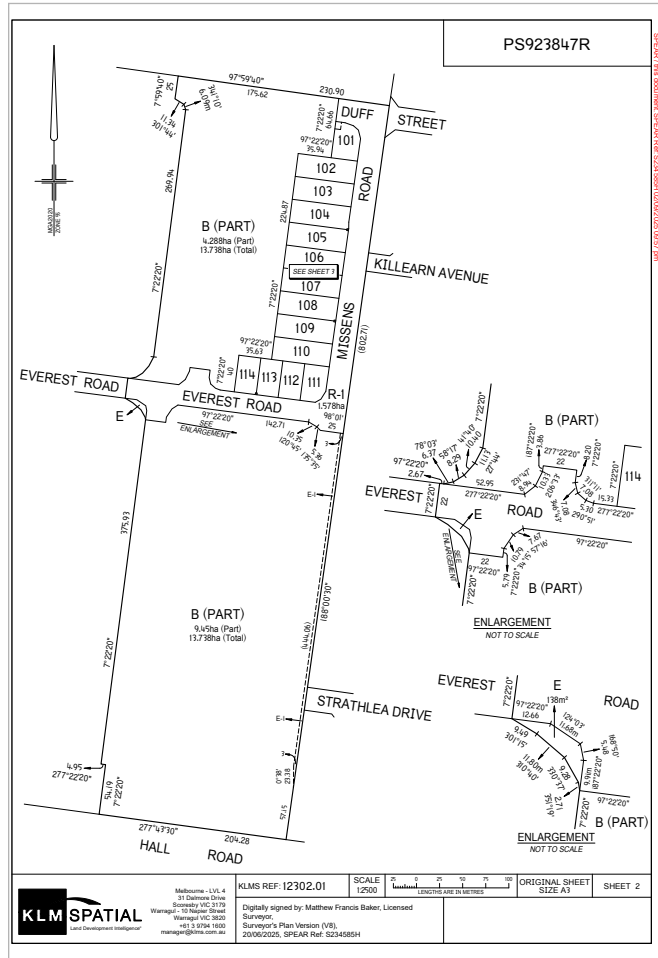
RISE is brought to life through the joint venture of ESR Australia & NZ and Frasers Property Industrial — two global leaders in industrial development. Together, their expertise and proven track records ensure a world-class estate designed to meet the needs of modern businesses while setting a new benchmark for innovation and quality.




➤ Confidence is on the RISE

Appendix PLAN OF SUBDIVISION

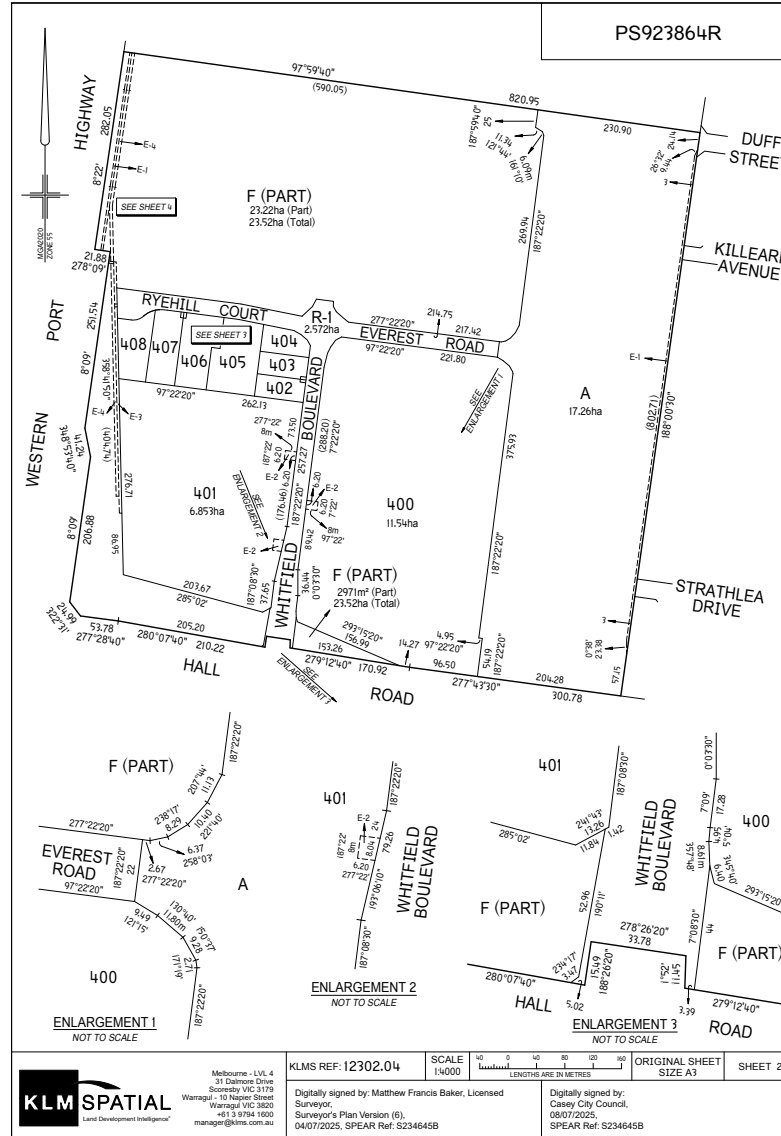
PLAN OF SUBDIVISION		LV USE ONLY EDITION	PS923847R		
LOCATION OF LAND PARISH: LYNHURST TOWNSHIP: - SECTION: - CROWN ALLOTMENT: - CROWN PORTION: 15 (PART) TITLE REFERENCES: VOL. FOL. LAST PLAN REFERENCES: LOT A ON PS923846R POSTAL ADDRESS: 675 HALL ROAD CRANBOURNE WEST, 3177 MGA Co-ordinates: E 346020 ZONE: 55 N 5781420 GDA2020		Council Name: Casey City Council SPEAR Reference Number: S234585H			
VESTING OF ROADS AND/OR RESERVES IDENTIFIER: ROAD R-1 COUNCIL/BODY/PERSON: CASEY CITY COUNCIL		NOTATIONS STAGING This is not a staged subdivision. Part of Easement E-1 on PS923871U no longer affects Road R-1 on this plan vide Schedule 5 Clause 14 of the Road Management Act 2004. Lots A, C, D and 1 to 100 (both inclusive) have been omitted from this plan.			
NOTATIONS DEPTH/LIMITATION DOES NOT APPLY.		Survey: This plan is based on survey. This survey has been connected to permanent marks no.(s) 157, 1606, 1677, 1618, 1680, 1719, 1736, 1760, 1761, 1762 & 1827 in Proclaimed Survey Area no. 52.			
EASEMENT INFORMATION LEGEND - Appurtenant Easement E - Encumbering Easement R - Encumbering Easement (Road)		Estate Name: Rise Development No.: 1 Planning Permit No: PA24-0168 No. of Serviced Lots: 114 Development Area: 3.513ha			
Easement Reference	Purpose	Width (Metres)	Origin	Land Benefitted/In Favour Of	
E-1	SEWERAGE	SEE DIAG.	AL26-027J	SOUTH EAST WATER CORPORATION	
E-2	POWER LINE	SEE DIAG.	THIS PLAN	AUSNET ELECTRICITY SERVICES PTY LTD	
KLM SPATIAL Melbourne - LV 4 31 Dismore Drive Somersby VIC 3179 Wangaratta - 10 Nether Street Wangaratta VIC 3682 +61 3 9794 1600 manager@klm.com.au		KLMs REF: 12302.01 Digitally signed by: Matthew Francis Baker, Licensed Surveyor Surveyor's Plan Version (V8), 20/06/2025, SPEAR Ref: S234585H		ORIGINAL SHEET SIZE A1 SHEET 1 OF 3 SHEETS	



Appendice PLAN OF SUBDIVISION

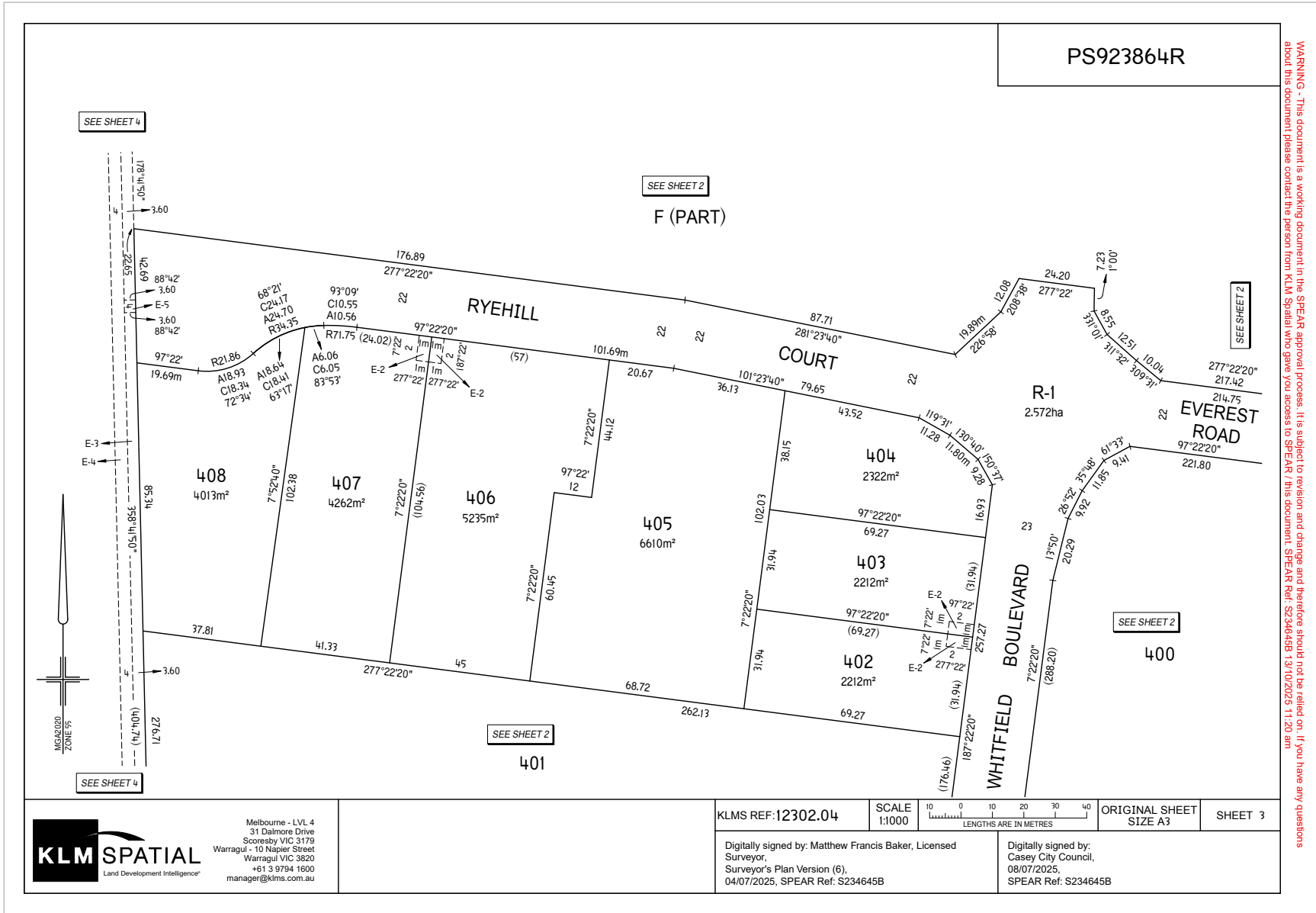
PLAN OF SUBDIVISION		LV USE ONLY	PS923864R	
LOCATION OF LAND		Council Name: Casey City Council Council Reference Number: SubA00189/24 Planning Permit Reference: P124-0158 SPEAR Reference Number: S2346458 Certification This plan is certified under section 11 (7) of the Subdivision Act 1988 Date of original certification under section 6 of the Subdivision Act 1988: 09/05/2025 Public Open Space A requirement for public open space under section 18 or 18A of the Subdivision Act 1988 has been made and the requirement has not been satisfied at Certification Digitally signed by: Michele Annette Scarlett for Casey City Council on 08/07/2025		
PARISH: LYNDRURST TOWNSHIP: SECTION: CROWN ALLOTMENT: CROWN PORTION: 15 (PART) TITLE REFERENCES: VOL. 12593 FOL. 719 VOL. 12593 FOL. 720 LAST PLAN REFERENCES: LOTS A & B ON PS923871U POSTAL ADDRESS: 635 HALL ROAD CRANBOURNE WEST, 3977 MGA Co-ordinates E 345600 ZONE: 55 N 5761200 GDA2020				
VESTING OF ROADS AND/OR RESERVES				
IDENTIFIER	COUNCIL/BODY/PERSON			
ROAD R-1	CASEY CITY COUNCIL			
NOTATIONS				
STAGING This is not a staged subdivision.				
Lots 1 to 399 (both inclusive) and B to E (both inclusive) have been omitted from this plan.				
Electrical Easements E-2 have been exaggerated on sheets 2 and 3 for clarity purposes.				
Carriageway easement E-2 on PS923871U no longer affects Road R-1 on this plan vide Schedule 5 Clause 14 of the Road Management Act 2004.				
NOTATIONS				
DEPTH LIMITATION DOES NOT APPLY.				
Survey: This plan is based on survey. This survey has been connected to permanent marks no.(s) 1577, 1656, 1617, 1618, 1680, 1719, 1736, 1760, 1761, 1762 & 1827 in Proclaimed Survey Area no. 52				
EASEMENT INFORMATION		Estate Name: RISE No. of Serviced Lots: 9 Development No.: 4 Development Area: 23.65ha		
LEGEND A - Appurtenant Easement E - Encumbering Easement R - Encumbering Easement (Road)				
Easement Reference	Purpose	Width (Metres)	Origin	Land Benefited/In Favour Of
E-1	SEWERAGE	SEE DIAG.	AL260277J	SOUTH EAST WATER CORPORATION
E-2	POWER LINE	SEE DIAG.	THIS PLAN & SECTION 88 ELECTRICITY INDUSTRY 2000	AUSNET ELECTRICITY SERVICES PTY. LTD.
E-3, E-5	SEWERAGE	SEE DIAG.	THIS PLAN	SOUTH EAST WATER CORPORATION
E-4, E-5	DRAINAGE	SEE DIAG.	THIS PLAN	CASEY CITY COUNCIL
		Melbourne - LVL 4 31 Dalmore Drive Scoresby VIC 3179 Warragul - 10 Napper Street Warragul VIC 3800 +61 3 9794 1600 manager@klms.com.au		KLMs REF: 12302.04 ORIGINAL SHEET SIZE A3 SHEET 1 OF 4 SHEETS
Digitally signed by: Matthew Francis Baker, Licensed Surveyor, Surveyor's Plan Version (6), 04/07/2025, SPEAR Ref: S2346458		Digitally signed by: Matthew Francis Baker, Licensed Surveyor, Surveyor's Plan Version (6), 04/07/2025, SPEAR Ref: S2346458		

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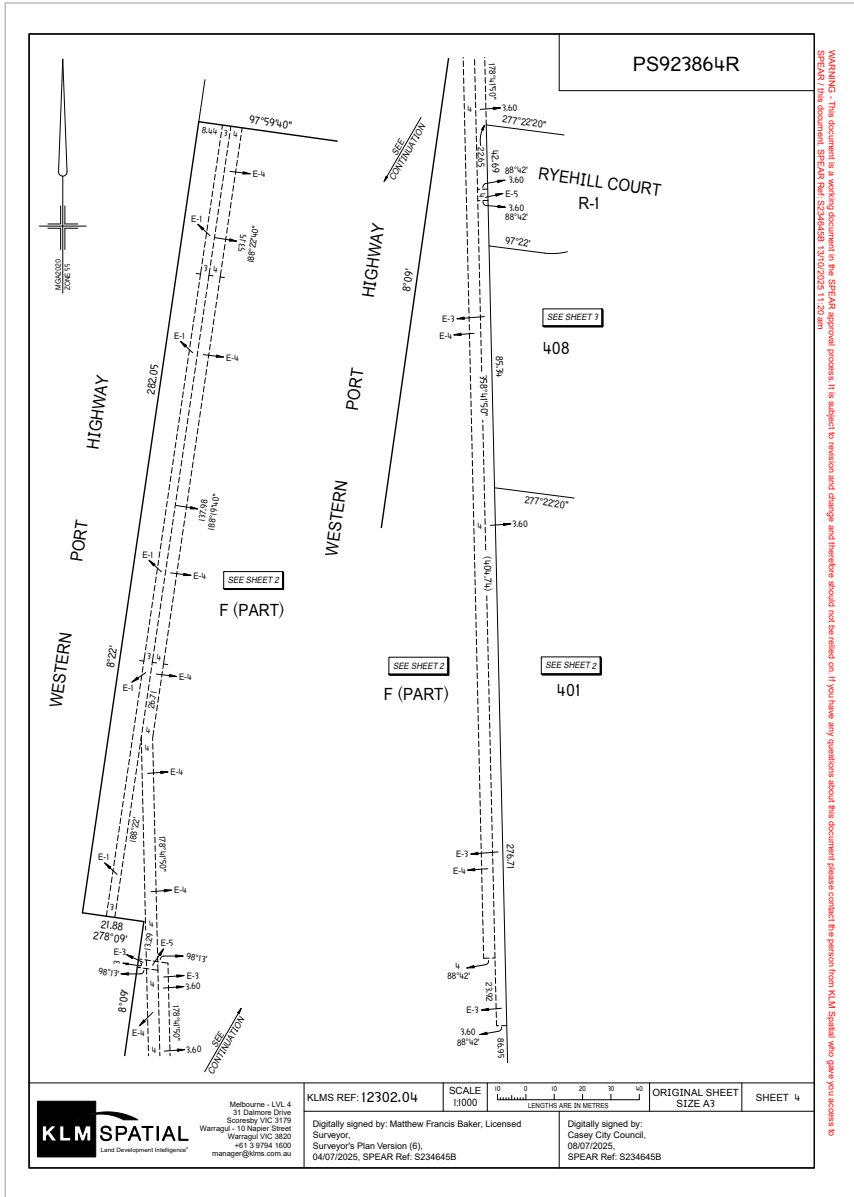


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Appendice PLAN OF SUBDIVISION



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Contact

Get in touch to learn more about how RISE can unlock your business's reach in Melbourne's South East.

It's your time to RISE.

LAWD

Suite 1, Level 47, North Tower
80 Collins Street, Melbourne VIC 3000



Henry Sayers

Director | Industrial Transactions

M [+61 412 318 813](tel:+61412318813)

E henrysayers@lawd.com.au

Henry Burbury

Director | Industrial Transactions

M [+61 407 686 788](tel:+61407686788)

E henryburbury@lawd.com.au

Cameron

3 Ordish Road
Dandenong South VIC 3175



Angus Clark

Director | Industrial

M [+61 411 314 106](tel:+61411314106)

E ac@cameron.com.au

Tom Langley

Sales & Leasing Consultant | Industrial

M [+61 459 530 018](tel:+61459530018)

E tl@cameron.com.au

 **RISE**CranbourneWest.com